

Educating in Paradise: The value of North American Study Abroad Programs in Italy- Characteristics, Impact and Prospects

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IRPET Istituto Regionale
Programmazione
Economica
della Toscana



Ricerca Consulenza Sviluppo Locale

Theme	Key Issues
Programs: Quantitative Evidence and Characteristics	North American Programs in Italy (number of programs, number of students, their evolution, area of study, etc.)
Student Survey	Portrait of the North American students in Italy (gender, age, academic category of the course taken, life-style, individual motivation, personal satisfaction, psychological impact, etc.)
Economic and Occupational Impact	Aggregate Expenditures (by Programs Expenditures, Student Expenditures and Visitor Expenditures); Add value and jobs by Region; Impact in Italy

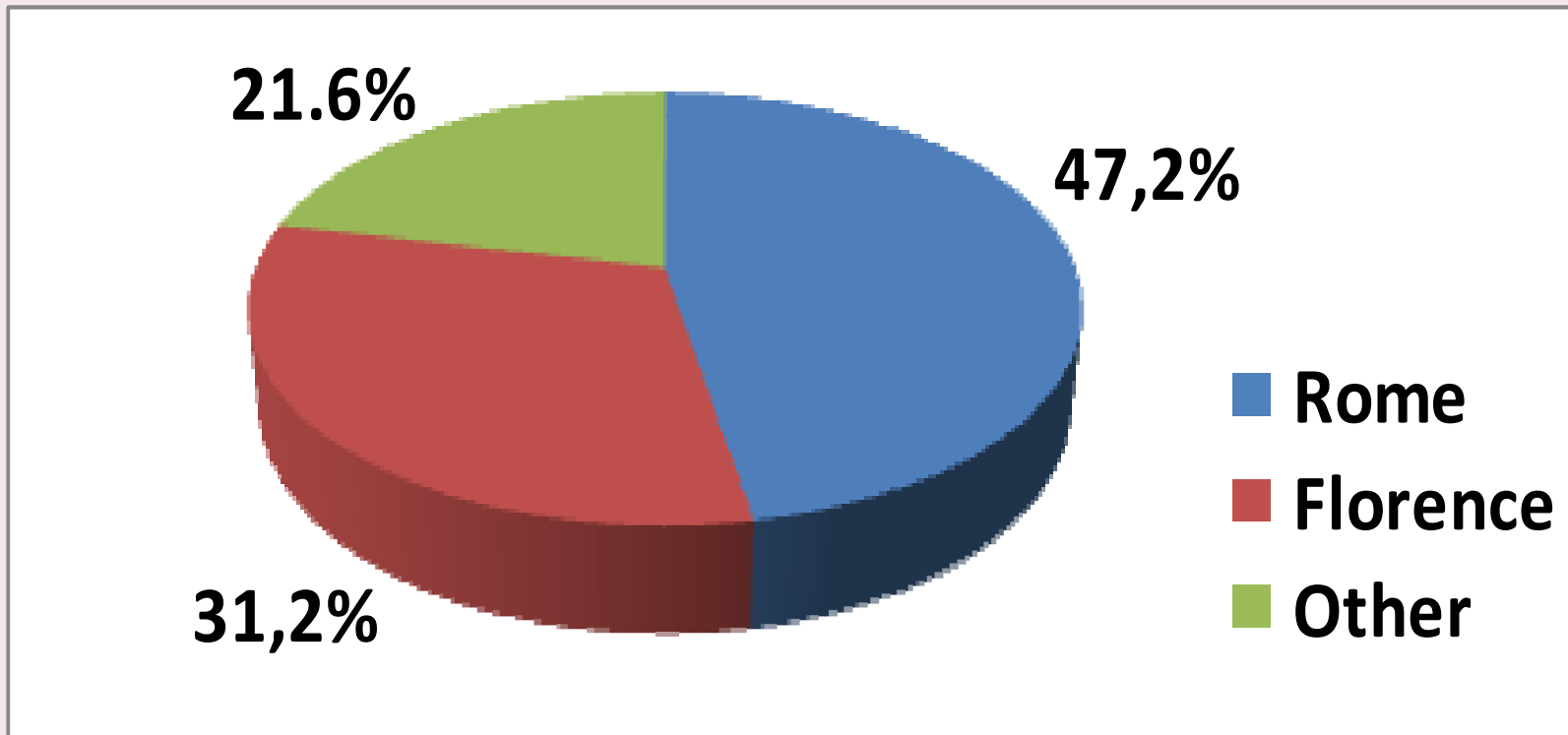
Number of North American University Students in Italy- Distribution by Region (2012)

Region	Spring Term 2011-2012	Summer Term 2011-2012	Fall Term 2012-2013	Total
Piedmont	133	156	127	416
Tuscany	2,639	1,518	2,262	6,419
Veneto	206	436	153	795
Lombardy	184	25	150	359
Marche	20	37	46	103
Umbria	206	141	111	458
Liguria	20	12	34	66
Latium	3,721	1,852	3,348	8,921
Emilia Romagna	402	37	390	829
Campania	49	5	53	107
In Italy, but not locatable	116	96	106	318
TOTAL	7,696	4,315	6,780	18,791

Source: IRPET Processing of AACUPI Data

Concentration of University Programs in Rome and Florence

% of Students by City (2012)



Source: IRPET Processing of AACUPI Data

Cost of Enrollment (US\$) - per Semester

Amount Due	% of Total
Up to US\$ 10,000	9.4
From US\$ 10,001 to 15,000	18.0
From US\$ 15,001 to 20,000	43.8
From US\$ 20,001 to 25,000	18.0
More than US\$ 25,000	10.8
TOTAL	100.0

Source: IRPET Processing of AACUPI Data

Programs by Teaching Level

Level	Percentage (Overall)
Undergraduate	75.0
Graduate/PhD	5.8
Both	19.2
TOTAL	100

Source: IRPET Processing of Data from the Direct Survey Conducted on the Institutes

Programs and Human Resources

Average Number of Faculty Members and Staff

	Full time	Part time	Total
Number of Faculty	2.3	10.6	12.9
Number of Non-Teaching Staff	4.9	1.3	6.2
Faculty/ Staff from USA or Canada	-	-	3.7

Source: IRPET Processing of Data from the Direct Survey Conducted on the Institutes

The Student Survey

Study Abroad in Italy 2012- 13 / Motivations

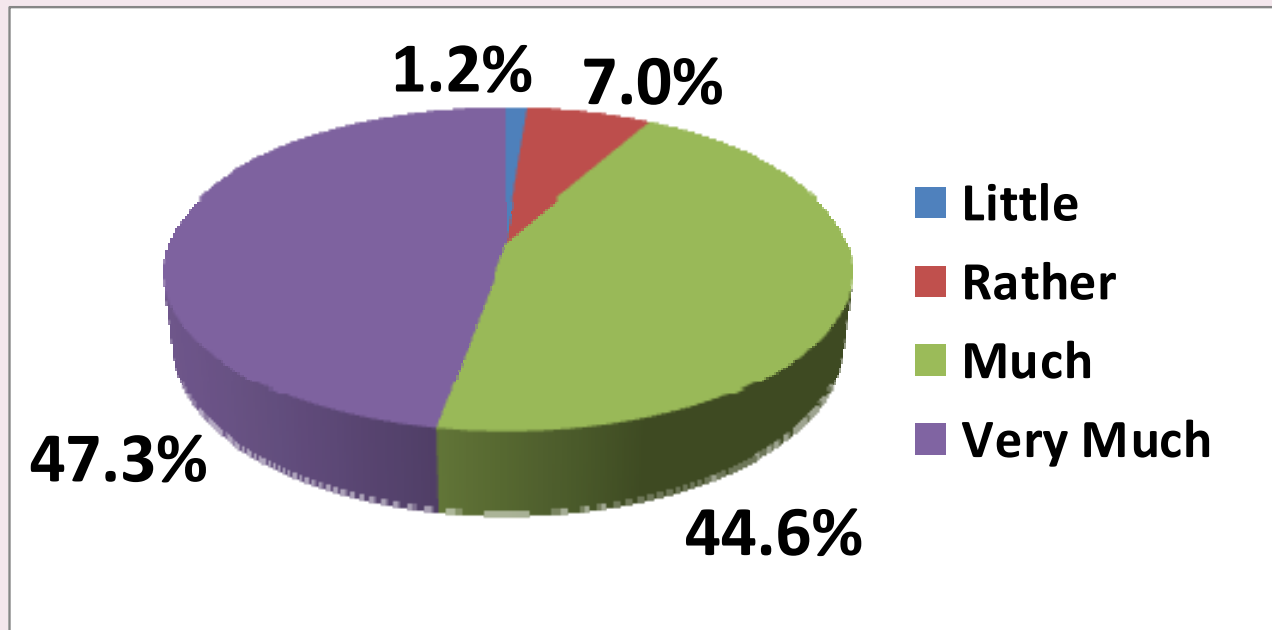
Answer	Absolute Frequency	Bearing by % on the whole sample
I want to travel in Europe and in Italy	928	72.6
I was curious about experience abroad	828	64.7
I consider it an important experience for my education	528	41.3
I have particular interest in the artistic and cultural heritage of Italy	520	40.7
I consider it useful for my career	333	26.0
I came because of my Italian origin	236	18.5
I came to meet new people	227	17.7
I sought a change in my academic routine	194	15.2
Because other members of my family had the same experience	115	9.0
I followed the advice of my professors/academic staff	86	6.7
I followed the advice of my family	80	6.3

Source: IRPET Processing of Data from the Direct Survey Conducted on the Students

The Student Survey

Study Abroad in Italy 2012- 13 / Satisfaction

General Satisfaction*



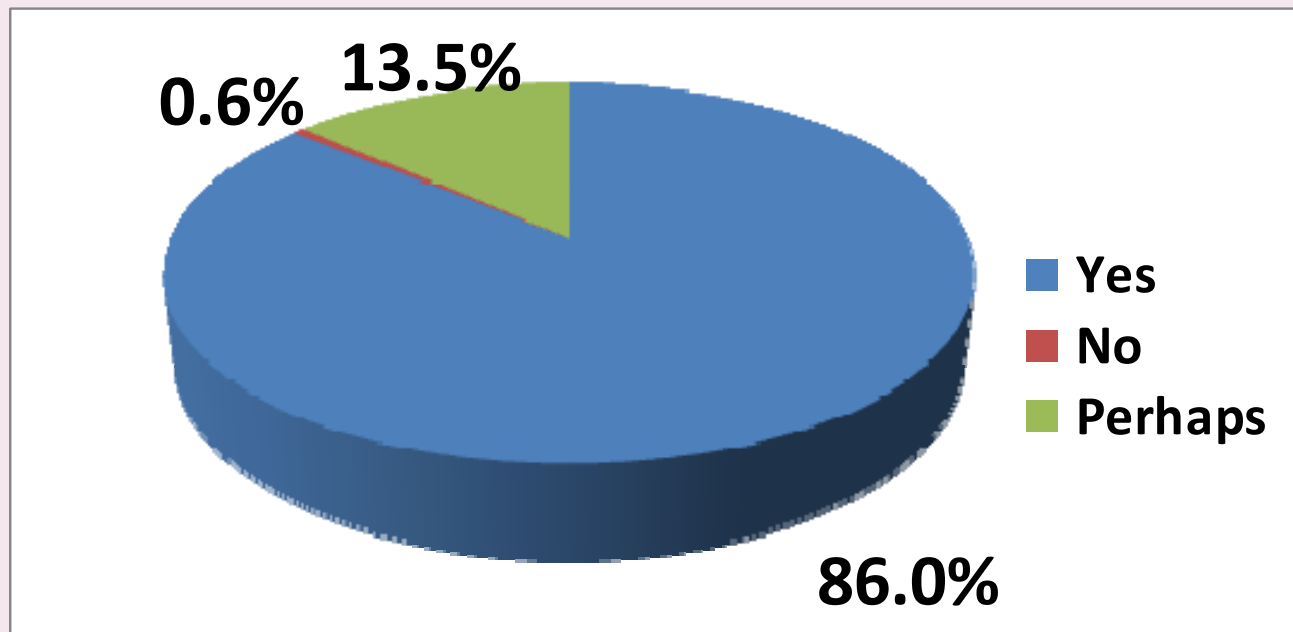
***In general, do you consider yourself satisfied with the experience you have had up to this point?**

Source: IRPET Processing of Data from the Direct Survey Conducted on the Students

The Student Survey

Study Abroad in Italy 2012- 13 / Satisfaction

Intention of Returning in Italy



Source: IRPET Processing of Data from the Direct Survey Conducted on the Students

The Student Survey

Study Abroad in Italy 2012- 13 / Traveling

Ranking of Most Visited Places

Rank	Place
1	Venice
2	Rome
3	Florence
4	Naples/Amalfi Coast
5	Siena
6	Milan
7	Cinque Terre
8	Pompeii/Herculaneum/Paestum

Source: IRPET Processing of Data from the Direct Survey Conducted on the Students

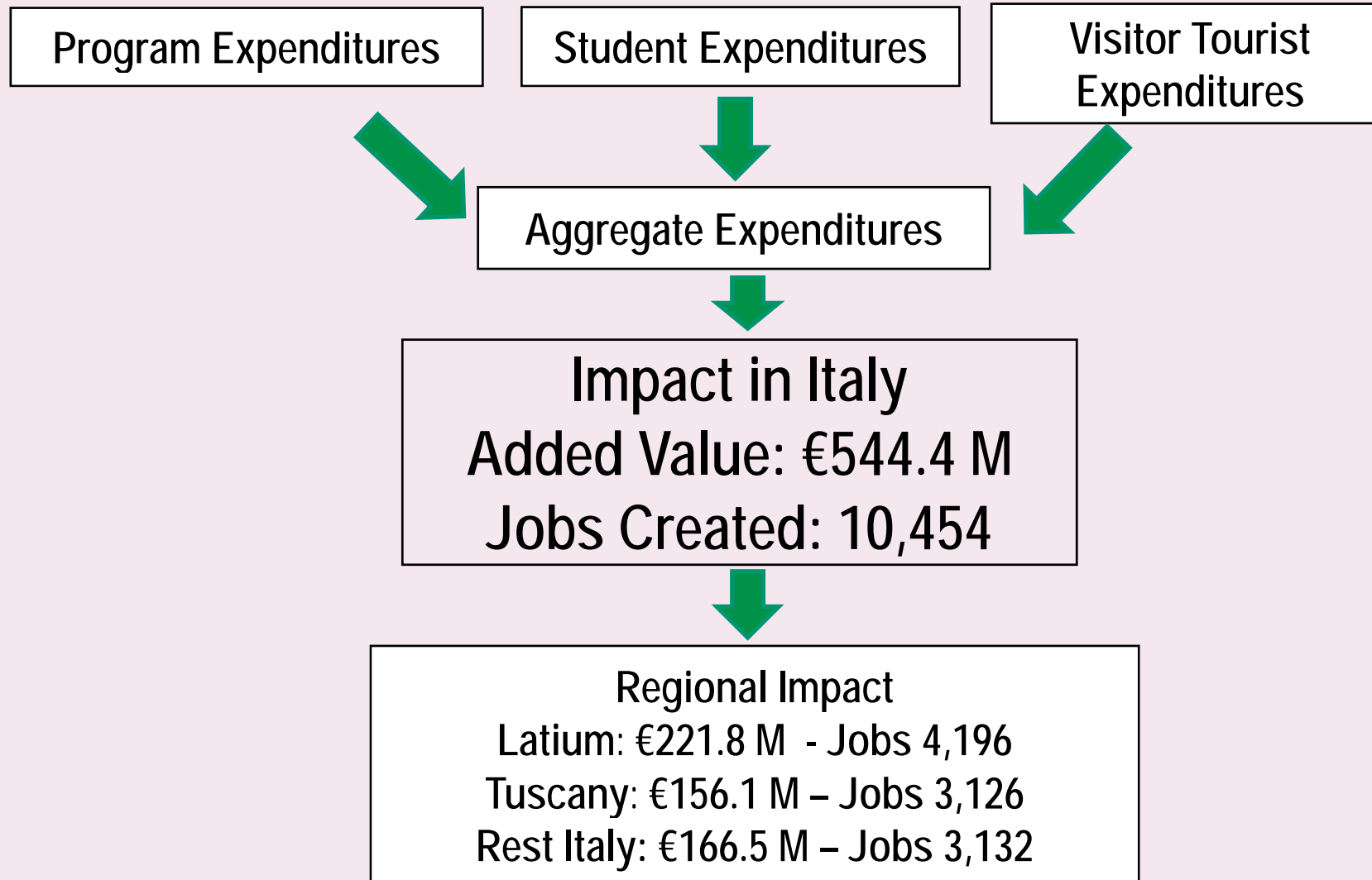
Study Abroad In Italy- The Economic Impact

Monthly Per Capita Spending by Expense Item

Expense Item	Euros	Share of Overall Spending
Travel	360.70	26.4
Home	328.00	24.0
Restaurants	159.50	11.7
Supermarkets	108.10	7.9
Clothing	65.40	4.8
Evening Entertainment	59.00	4.3
Study Materials	59.00	4.3
Souvenirs	55.20	4.0
Alcohol	49.30	3.6
Local Transportation	32.70	2.4
Events-Shows	23.30	1.7
Telephone/Internet	22.20	1.6
Personal Hygiene	15.80	1.2
Other	11.60	0.8
Health	11.50	0.8
Electronic Products	6.90	0.5
TOTAL	1,368.00	100

Source: IRPET Processing of Data from the Direct Survey Conducted on the Students

North American University Students & Study Programs in Italy – From Expenditure to Economic and Occupational Impact in 2012



The 3 Components of Aggregate Expenditures

Program Expenditures from Tuition Intake

151 programs

18,791 students

Tuition generated per student by semester \approx US\$18,600

Individual Student Expenditure

€1,368 per month

Average stay =
+ 3 months

Incoming Visitors Generated by AACUPI Students

+350,000 presences per semester

€90 per capita daily expenditure

From Expenditure to Economic and Occupational Impact in 2012

Aggregate Expenditures

Tuition = €367.7 million

Student Consumption = €81.4 million

Visitor Spending = €31.8 million



Impact in Italy

Added Value = €544.4 million

Jobs Created = 10,454

North American University and Study Programs in Italy - Added value by Region (in Euro)

Latium	Tuscany	Rest of Italy	Italy
221,772,308	156,060,014	166,519,337	544,351,659

North American University and Study Programs in Italy- No. of Jobs by Region

Latium	Tuscany	Rest of Italy	Italy
4,197	3,126	3,132	10,454